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EXTENSION SERVICE

REVIEW

U S DEPARTMENT OF AGRICULTURE * JUNE 1968

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The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

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EXTENSION SERVICE REVIEW

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"Piggyback" Your Safety Message

One of the great innovations of the century in farm production is the development and use of chemicals for insect, disease, and weed control.

Much of the value of chemicals in inextricably tied to their safe usage. Already in this growing season and for the next few months you'll no doubt deal daily with this subject. Each time you're asked for a recommendation on chemical usage, you have the opportunity to "piggyback" a safety message. And your recommendation is complete only when the safety message is included. Few public statements on Extension responsibilities fail to emphasize the portion on "helping farmers provide a *safe* and abundant food supply at reasonable cost."

"Piggybacking" is a subtle but effective means of getting your educational message across. It's not new—it has been used throughout the history of Extension. We can't afford to let these opportunities pass as they concern safe use of agricultural chemicals.—WJW

The tidy look of Idaho Falls and rural areas of Bonneville County is drawing praise from many visitors to eastern Idaho. Something has come over the landscape.

Gratified residents take pride in the accomplishments of the Beautify Bonneville Council, described by Eddie Pedersen, mayor of Idaho Falls, as a successful community action program for beautification and litter prevention.

The continuing campaign has roots in history. Bonneville County gets its name from Capt. B.L.E. Bonneville, a Western explorer of the fur-trade era. He was known as "Bonneville the Bold." The committee that took the lead in long range cleanup and plant-up adopted bold ideas in making the county "Bonneville the Beautiful."

Acting on suggestions of John Moss, county agricultural agent; Mary Ann Lawroski, county home economics agent; and the county Extension advisory committee, civic and service groups set up the Council. Many of the activities started by the Extension committee with cooperation of University of Idaho specialists were continued by the Council.

Eye-pleasing results have been evident in the year or two the campaign has been conducted. Trees have been planted, including a large fir dedicated on Arbor Day. Vacant lots have had their faces lifted. Old cars are delivered to a wrecking yard, adequately screened. Proceeds from the abandoned autos are given to the Council.

'Sprucing Up' a Town

Community Council Adopts Bold Ideas

by
Cedric d'Easum
*Extension Editor
University of Idaho*

Streets and alleys are kept cleaner than before. Residents comply readily with requests by city sanitation crews for prompt removal of trash. Similar cleanup efforts are moving along in villages and rural areas with the county weed department furnishing men and trucks.

Roadsides are spruced up. Highway ditches are cleaner. Weeds are less abundant. A program for disposal of abandoned unsightly buildings is taking hold. Parks and playgrounds are being established in housing developments. Marked trash cans are placed and consistently used on streets and highways.

"The program has demonstrated accomplishments in cleanup and beautification of property, both public and private, throughout the county," Mayor Pedersen said. "It is a continuing program with the additional value of instilling a sense of pride in clean, beautiful surroundings."

Schools participate by instructing children in fighting litter and assigning cleanup days to various rooms. Seven youngsters, each under 12, without adult help cleaned up the grounds of a house that had stood "for sale" more than a year.

At the beginning of a 5-year campaign on weed control, citizens were encouraged to chop out weeds and put them in boxes for collection by city and county crews.

Hunters and fishermen were urged to leave nothing but footprints in wild and beautiful places. Films on litter were shown to civic clubs, school classes, church groups, and farm organizations. Programs along the same line were presented by television.

It was, and is, a yearlong effort. The operation begins in April with a cleanup week, takes on steam at Arbor Day exercises, and continues through the summer and fall. And when winter comes, Beautify Bonneville puts out information on cold-weather care of evergreens, trees, and shrubs.

There is also a garden school in late winter, attended by enthusiastic crowds. The program is presented by the Bonneville County Homemakers Council and the Extension Service staff.

"Residents are becoming aware," the Council said, "that people cause litter and ugliness, and that only people can preserve and enhance beauty." □

As a result of beautification council displays such as this one, about 200 abandoned cars have been removed from Bonneville County roadsides.



by
Joe H. Rothe
State Agricultural Agent
Texas A&M University



Localizing Agricultural Information

Localized agricultural information blankets the State of Texas. Officially, this accomplishment is known as "Production Guidelines," an effort initiated by the Texas Agricultural Extension Service almost 2 years ago.

The objective was to make available to producers the best current agricultural information, based on research and demonstration results, for each economically important enterprise in each of the 254 counties.

"We feel that the guidelines provide a critical step in closing the gap between just average yields and the potential yields that could be realized when all producers use the best practices," explains John E. Hutchison, Extension director.

First, Extension specialists were

asked to develop guidelines for specific agricultural enterprises on a type-of-farming area basis, such as the South Plains or Rolling Plains. They were mailed to each county agricultural agent, who was asked to meet with appropriate county program building subcommittees to review and adapt them for their specific county situation.

Subsequently, the county guidelines were returned for checking by the Extension specialist concerned, to make sure that the recommendations were in agreement with the latest research findings. Finally, the copy was returned to the county for duplication and distribution.

The guidelines, totaling more than 620,000 copies, represent combined

efforts by Extension, local program building committees, agricultural research personnel, other agency personnel, agribusiness leaders, and commodity organizations. Their creation had the wholehearted support of county commissioners courts, who helped with the mimeographing and distribution.

Extension agents obtained current mailing lists of producers in their county from county Agricultural Stabilization and Conservation Service offices. The guidelines were mailed only to actual producers of the economically important enterprises. Several county agents consolidated the guidelines into a looseleaf binder for specific groups, such as bankers, feed and fertilizer dealers, vocational agri-

Some county agents gave bound copies of the production guidelines to specific groups. Here, Doyle L. Moore, Colorado County agent, presents the Colorado County guidelines to officials of a local bank.

culture teachers, and other agribusiness groups.

"The Production Guidelines represent the most comprehensive effort ever undertaken by Extension to combine the latest research information and demonstration results and place this information in the hands of each producer in Texas," explains Director Hutchison.

"Recent studies have shown that despite wide dissemination of information through mass media, publications, and personal contact, some individuals still did not follow the best known practices in their farming or ranching endeavors. We are hopeful that the guidelines, in their easy-to-read, step-by-step style will be used by producers. Early reports indicate that they are."

Agricultural authorities estimate that if only an average number of producers followed all of the best practices, the result could be an additional \$2½ billion to the Texas economy.

Producers were the prime target in the guidelines effort, but other benefits have been noted since they became available—involvement of more leaders; more active participation by program building committee members; closer working relations with other agricultural agencies, agribusiness groups and farm organizations; better contact with parttime and absentee land owners. A few of their comments reflect the manner in which the Production Guidelines have been accepted:

"The Production Guidelines will be very helpful to us in planning with our cooperators," says J. L. Coppedge, work unit conservationist, Soil Conservation Service, Denton County.

"My more progressive borrowers have relied on the Guidelines much more than anticipated," writes Paul T. Hanes, county supervisor, Farmers Home Administration, Cass County. "I refer here to the guide for producing peanuts. We have had more chemical weed control practiced than ever before."

Tom Emerson, agricultural and livestock reporter of the McKinney Courier Gazette, wrote, "Anyone from New York State could come to Collin County, and if he followed the Guidelines, he could be a successful farmer."

State Representative Fred Head told R. S. Loftis, district agent at Overton, "I see the value of all agencies and agricultural workers making uniform recommendations on production practices, such as those given in the Guidelines."

County Judge Milton Hartsfield, Ellis County, remarked, "Production Guidelines information is well oriented to local production practices and adopted methods. I feel our Extension agents have accomplished a very responsible task."

Type-of-farming area guidelines are proving useful, too. Billy E. Roach, Scurry County agricultural agent, reports, "Since soybeans are not economically important enough in this county for a guideline, I requested several copies of the area guideline for my office file. In June, heavy rainfall washed out much of our cotton and many producers began asking about the possibility of planting soybeans. The area Guideline was used and proved valuable."

Production Guidelines are serving to strengthen relations among groups in counties too. A better working

relationship has developed between the county Extension personnel in Cass County and the Chamber of Commerce in Linden, its county seat.

Charles D. Jackson, county agent, says, "Our cucumber Production Guidelines paved the way for a special cucumber result demonstration to be set up jointly by the Linden Chamber and Extension. This is the first agricultural project that this Chamber of Commerce has ever undertaken."

The Production Guidelines will receive an updating each year. They will be reviewed and revised by county agents and subcommittees and closely examined by Extension specialists concerned. Monthly newsletters and training meetings will help keep the information current between revisions.

The Guidelines are supporting the role of county agent work, as suggested in a statement by Lee Roy Colgan, Dawson County agent:

"In meeting after meeting, we had asked farm people to hold their planting rate for dryland grain sorghum from 3 and 4 pounds down to 2 pounds. Two farmers told me recently, 'If you believe this enough to put it in writing, we'll try it.' The lower seeding rate has meant increased production and higher income to these farmers."

Local development and completeness in covering the subject are two popular features of the Guidelines. A farm leader in Goliad County remarks, "When local people have a part in making recommendations on practices to adopt, you will find slow adopters are more apt to accept them."

A producer in Llano County comments, "Most producers appreciate receiving all of the information about a commodity in one publication, rather than looking at one bulletin for management practices and another for insect control, and so on."

Personal contact with county Extension agents remains as important as ever—but the Production Guidelines should make his educational role more effective and his job a little easier. □

1968

Range

War—

Extension launches air offensive

by
Frank J. Shideler
Editor
*Agricultural Experiment Station
South Dakota State University*

An unprecedented air offensive in South Dakota this summer will find aerial sprayers flying missions against two costly range cattle enemies: horn and face flies.

Fifty-foot-level strikes by this agricultural air force will bomb hundreds of thousands of cattle with an insecticide spray so fine it's almost invisible. The insecticide is harmless to cattle but deadly to horn and face flies. The past 2 years it has controlled fly populations over vast range areas as never before.

This air power version of a 1968-type range war is all the result of an Extension worker's idea—an idea that works so well he's had requests for information from 30 other States and three foreign countries.

The cost is comparatively low at 25-35 cents per cow-calf unit. A major advantage is bringing almost instant fly control to the range without a costly, time-consuming cattle roundup necessary when ground sprayers are used.

Pioneer in the technique for range cattle is Dr. Benjamin Kantack, entomologist for the Cooperative Extension Service at South Dakota State University.

In 1964 while battling corn rootworm in southeastern South Dakota, Dr. Kantack tried ultra low volume (ULV) aerial sprays against this crop pest. During this work he talked aerial sprayer Walter Ball of Huron, S. Dak., into taking a few passes over a nearby cattle herd with his ULV-rigged plane.

The Extension entomologist had a small supply of nearly pure malathion

on hand for just such an experiment. He'd also taken a previous look at the cattle to check horn and face fly infestation.

"It was heavy," he said.

Right after Ball had flown his experimental mission, Dr. Kantack again checked the herd. It was virtually fly free.

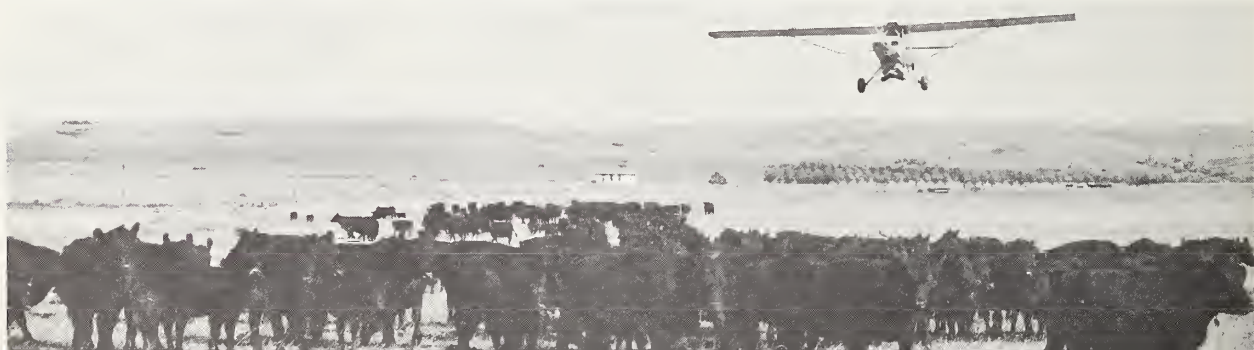
This is how and where the South Dakota effort started. The next year with the help of Norbert Faulstich and the late Joe Sperl, Charles Mix County agents, ULV was demonstrated and tried on a wider scale with replicated herds on the Elvern Varilek and the Ed Krell ranches, both in Charles Mix County. Timing was checked during the summer to find out when to smack down fly populations before costly seasonal buildups.

By 1966 several aerial sprayers were pushing ULV and cooperating with Dr. Kantack and his co-worker Dr. Wayne Berndt, Extension pesticide specialist. Additional refinements were made.

In 1967, for the first time, ULV spraying with malathion was included in Extension recommendations for controlling horn and face fly populations in South Dakota range herds. A combination of widespread news reports, satisfied ranchers, and enthusiastic aerial sprayers soon spread the word around.

An integral part of the Extension educational program on this type of control is the emphasis on safe and proper use of the pesticide-chemicals from the standpoint of the cattle, the users, and the consumers.

By flying at about 50 feet with low-powered planes, pilots have virtually no problems with spooked cattle. This also gives them a 100- to 150-foot swath for each pass.





About 10,000 horn flies covered this herd bull before ULV spraying. Thirty minutes after spraying, all were gone. Bulls' short tails can't reach to swat flies off shoulders, so pilots make special efforts to spray them.

"Even the ranchers are now getting calls from distant points asking about effectiveness and cost factors of this ULV spraying," according to Dr. Kantack. "These ranchers are some of the best 'extension agents' you ever saw." A well-known Spanish language farm magazine in Latin America will carry an article about the technique this summer.

"I can't get over how this stuff takes out flies," said Varilek, after using it on his purebred Angus.

"My neighbors and I had 900 head sprayed on five pastures and the job was finished in 4 hours," exclaimed Gordon Petersen, Edmunds County rancher. "It would take five men 2 days to round up that many cattle."

"We used to ground spray," Petersen continued. "We had to build corals. Then some cattle usually got out. And we always had to take the chance some animals would be injured."

Ernest Prebyl, a 500-cow rancher in Beadle County, plans to try again this year. "Even with a late start last year we were pleased with the results."

"After spraying, our cattle would be grazing quietly while cattle in adjoining pastures would be bunched up fighting flies," Prebyl explained. "It

doesn't take much of that to be worth a quarter a head," he added.

Most of the insecticide falls on the back and sides of cattle—but flies are mobile and soon find the poison. Many ranchers say they have less eye trouble with animals where aerial sprays give a high degree of face and horn fly control. Probably the reason for this is the better face fly control.

Dr. Kantack estimates that in 1967 more than 300,000 cow-calf units were sprayed three to six times for control of horn and face fly as well as adult mosquito control.

"Financial benefits from properly timed, effective sprays can be tremendous," the entomologist calculates. "For example, USDA and other researchers estimate that during active fly season, cattle provided adequate horn fly control will gain half to three-quarters of a pound more daily than cattle trying to fight off high horn fly populations."

"This amounts to about 30 pounds more during a minimum 60-day active horn fly period or something like \$7.80 per head under 1967 prices. Take out \$1 a head average cost for four sprayings and you come up with

a figure in excess of \$2 million net profit on 300,000 head sprayed."

What does this ULV spraying mean in range country? Here is a brief run-down:

- Only the herd and loafing area need to be sprayed—this limits the area involved and reduces cost.

- Treatments are needed about every 14-16 days during the fly season. Under South Dakota conditions four to six applications give season-long fly control.

- Spray initially when there are about 50 horn flies per side and/or five face flies per face. (How do you count flies on range cattle? Get a pair of binoculars, says Dr. Kantack.)

- South Dakota doesn't recommend ULV malathion sprays for feedlot or farmstead fly control unless strict sanitation and residual sprays are also used. Stable flies and house flies are main feedlot-farmstead pests. Residual insecticides are needed for their control. The ULV malathion sprays gave excellent mosquito control over both range and farmsteads.

- Dairy cattle cannot be ULV sprayed—but their pastures can.

- ULV aerial spraying is not new, but doing it over range cattle is. The pure malathion is used at the rate of 8 ounces an acre.

- Flying at 50 feet (higher than for crop spraying) a 150-foot swath is sprayed in one pass, then overlapped 50 feet on the next pass. By using low-powered aircraft at this height there is less spooking of cattle.

- The insecticide is applied without water so evaporation is not a factor and the small amount of malathion goes a long way. It also means less weight. The plane can fly longer and farther.

Dr. Kantack explains that malathion is the only chemical so far cleared and recommended for ULV fly control spraying on cattle in South Dakota. He adds that the South Dakota Agricultural Experiment Station, with some commercial firms cooperating, will test other insecticides and techniques this season. □

Society needs to seek ways of involving young people effectively in public service opportunities. Child Care IV, a 4-H project for Teachers' Aide Training, is one way today's youth can fill the needs of community, preschool children, and self through Head Start or other preschool programs.

In communities where Head Start programs are conducted, recruiting and training volunteers is a notable task. The need for well planned training meetings to make volunteers more effective is often evident.

The Child Care project was developed by the Child Development and Family Relations Department of Cornell University. Middletown and Newburgh, N.Y., served as test areas. The majority of those involved in the project were new to 4-H.

Receiving approval from the school administration is the initial step in launching the Teachers' Aide Training Program. Then, meetings with guidance personnel, elementary teachers, speech specialists, and Head Start staff help to pave the way for acceptance of the project.

Communication outlining the purpose, objectives, and progress of the program is an absolute essential. This is not a program that can be announced on a bulletin board and carried on solely by Extension staff.

Child Care IV is a community involvement process requiring that everyone be aware of the program. The student participants and their parents, as well as educators, need to understand and accept the goals.

Extension personnel must provide the coordination and leadership for this effort. Experience has taught us that communications and public relations require considerable attention.

Methods of recruitment in Middletown were through school announcements which read: "Are you going to have a lot of free time this summer? Would you like to perform a community service and at the same time get some valuable experience?"

"The Middletown Head Start proj-

Teen Aides for Head Start . . .

New York 4-H project teaches teens child development

by

David W. Dik

*4-H Youth Development Specialist
New York Extension Service*

ect is looking for responsible students who would like to help this summer in a program for preschool children. A training program for volunteers is also being planned.

"If you are interested, you may obtain further information in the guidance office."

In Newburgh, the program was outlined to the Future Teachers Club. Members reviewed project materials and asked questions regarding their involvement in the program.

Both methods of recruitment were successful. Boys as well as girls volunteered as aides in training.

The overall purpose of the project is to introduce students to the development of preschool children through the following series of training meetings:

—What will be expected of you;

—The children—how they learn;

—The program—goals of preschool education;

—How do we teach;

—Discipline—helping children develop.

Through the training program, teenagers develop a curiosity about human growth and development and an awareness of individual needs and differences. They recognize the importance of the teacher to the young child and develop sufficient skills to enjoy being with children as an assistant to the teacher.

The requirements for completion include: 1) Know the responsibilities of an aide, what is expected during the daily program, and how to help in an emergency; 2) Keep a written record of participation as an aide in the group and write a brief description of one of the children; 3) Work as a teacher's aide for at least 10 hours, be responsible for a story time, music, art activity, and set up a dramatic play activity; 4) Attend five 2-hour training meetings.

Conducting the training sessions has been carried out in two different ways. In Middletown, the owner-operator of

a private nursery school, an elementary counselor, the Head Start director, an elementary teacher, and an Extension off-campus consultant led the sessions.

In Newburgh, an Extension off-campus consultant did all the teaching.

In both cases, Extension took the leadership in assigning instructors, evaluation, meeting notices, and other details necessary for the success of the program.

In addition to the lectures and discussions conducted by local resource people, several other techniques were used, including the films "My Own Yard To Play In," "Understanding Children's Play," "Volunteers Are Needed," "Learning While They Play," and "Guiding Behavior."

Participants were asked to read selected pages from: "Educating Children in Nursery Schools and Kindergartens," U.S. Department of Health, Education, and Welfare; "The First Big Step," National School Public Relations Association, N.E.A.; and "Head Start Guides," Nos. 4, 5, 7, Head Start Child Development Programs, OEO.

Because the training sessions coincide with classroom experience, the project is more valuable to the student. The opportunity to ask questions related to actual experience enhances the learning process.

Since Newburgh conducts a year round Head Start program, aides in training had the opportunity to observe a preschool class for 2 hours and serve as teacher aides for an entire day.

In an art workshop, participants had opportunities to work with materials preschool children would use in their program. They worked enthusiastically with dough, clay, finger paints, and brush and sponge painting.

Teacher aide trainees were assigned subjects such as storytelling, arts and crafts, music, and creative games to be presented as a part of the five sessions. Several students tried out

their new ideas with younger brothers and sisters.

Over 5,000 hours of volunteer time by teenagers is proof of their willingness to get involved in some of the real issues of our time. Two aides were assigned to each classroom, while others had responsibilities which took them to several areas.

Aides helped with snack time, washing, instructions in brushing teeth, free play, trips, tours, and conducting fire drills. They assisted teachers in many areas of instruction.

In response to an evaluation questionnaire, students volunteered the following: "The course was better than I expected. I learned how to take care of children carefully, but still letting them do what they want."

Another responded that she learned the right and wrong way to discipline a child, and that play can be educational and fun. A person's childhood has an important effect on his later life."

Others wrote, "Little people are just as important as big people," and "Children are curious individuals who

need the attention they really deserve from teachers and aides—letting children use their imagination is very important."

As a career exploration tool, Child Care IV is unsurpassed in its practical application of determining the possibilities of the teaching profession.

Child Care IV has opened the door for young people to participate successfully in the educational process planned for preschool children. This experience should not be limited to Head Start programs—it should reach into countless areas of community life.

In his book "Self Renewal—the Individual in the Innovative Society," John W. Gardner noted, "All too often we are giving our young people cut flowers when we should be teaching them to grow their own plants."

One can readily recognize that Child Care IV does provide opportunities for teenagers which have not been open to them in the past. In turn, the adult society is willing to support young people and their efforts "to grow their own plants." □

Training sessions for Orange County Head Start aides coincide with their work with preschoolers. The opportunity to ask questions related to actual experience enhances the learning process.



Progress Doesn't Just 'Happen'

by
William Wilson
*Area Resource
Development Specialist*
and
W. L. Eubanks
*St. Clair County
Extension Chairman
Alabama Extension Service*

1,751 new jobs . . . over \$2.5 million in new payroll . . . \$76 million more invested in industrial and commercial enterprises, community facilities and public services. That is the record since Extension's Resource Development Program (RD) began in St. Clair County, Alabama, in 1962.

Not included in those totals are 200 new jobs and \$10 million in new investments and projects indirectly related to the RD program.

This is quite a record for a rural county classified as "severely depressed" in 1960.

These accomplishments didn't just happen! They came after long hours of planning and hard work by community leaders, city and county officials, State and Federal agency personnel, and others.

The county Extension office is the nerve center for County RD Committee activities.

County Extension Chairman H. L. Eubanks, secretary of the county committee, worked closely with the State Extension Rural Resource Development Specialist and the Court of County Commissioners to organize the County Resource Development Committee in early 1962. A small group of key leaders served as officers and selected committee members from all areas of interest within the county.

Judge Hoyt Hamilton accepted ex officio chairmanship of the committee. He and other members of the county governing body still play a key role in the RD program.

Many of the 75 community leaders who attended the first organizational meeting are still active. New members are added to keep the committee representative. An executive committee meets regularly to plan and promote projects.

The committee's first efforts were to study local problems, to inventory resources, to set goals, and to develop a plan of action. The county Extension chairman and the area RRD specialist served as advisors to the various subcommittees.

They coordinated efforts and effectively used the services of Extension specialists and resource people from other State and Federal agencies in helping the committee develop an Overall Economic Development Plan (OEDP) for St. Clair County.

The OEDP has been the "Bible" for the county Extension program in Rural Resource Development. The OEDP is revised each year, but the broad goals and programs have not changed. The approach remains one of total resource development.

The executive committee meets annually with committees to review program progress, to restudy the situation, and to renew or set new programs and goals.

County Extension personnel, the RRD area specialist, and other State staff specialists participate in these meetings. The RRD specialist keeps the committee up to date on assist-

ance programs and relates experiences of other counties that may help in solving local problems.

Committee members accept responsibilities for program action. Extension continues the necessary educational, liaison, and service work to get the projects underway.

As a part of its county program, Extension launched a public affairs effort to awaken people to problems facing their communities. They contacted each of the 11 municipal governing bodies and county officials to acquaint them with government programs, sources of financing projects, and methods of acquiring needed facilities, services, and new jobs.

The county Extension office soon became known as "the place to go" for resource development guidance. It is the accepted meeting place for community leaders and interest groups; a place where scores of community, commercial, industrial, and recreation projects have been started.

Two large hydroelectric dams were being developed that would create lakes covering about 30,000 acres of land in St. Clair County. The county governing body, with Extension's help, secured assistance from the Economic Development Administration and the Bureau of Outdoor Recreation in developing a comprehensive recreation and industrial program.

The resulting report outlining specific proposals became the basis of Extension's educational and promotional program for rapid development. It also stimulated local and out-of-State investors. Overnight, commercial recreation establishments began to develop. The Court of County Commissioners adopted assistance programs and policies to aid development.

Since 1962, \$14 million has been invested in 40 major commercial recreation and tourism projects. More than 300 new jobs have been created with an annual \$1 million payroll. An additional 300 jobs were created in service enterprises supporting these developments.

The industry is still growing rapid-

ly, with financing coming from both private capital and the Small Business Administration.

County Extension staffs and State specialists are currently providing leadership to organize 14 northeast Alabama counties into an association to promote the development and use of the area's abundant recreation resources. St. Clair's RD Committee is very active in this effort.

A major objective of the County RD Committee and Extension's educational program has been to prepare each organized community for accelerated industrial development and to meet the total needs of the people.

Eighteen community water and sewer systems have been installed, improved, or planned. These systems serve 10 new industries employing more than 450 people. Financing has come from HUD, EDA, APW, and Farmers Home Administration loans and grants.

Twelve new public buildings or major improvement projects have been completed. A new county 68-

bed hospital and a city-county library building are now being planned. The hospital is being made possible by a special county ad valorem property tax and a Hill-Burton grant. The library is being financed by the City of Pell City, St. Clair County, local citizen contributions, Federal Library Act, and Appalachia funds.

A major public service project is the St. Clair County Airport.

Springville, the first town to "take hold" of the Resource Development program, typifies Extension's objectives and results. With Extension's help they organized an Industrial Development Board.

Then the Springville Industrial Development Corporation was organized with the majority of businessmen contributing. The town acquired land for an industrial park. Water, sewer, rail siding, electricity, and access roads were installed.

These efforts brought six new plants to Springville. Two were organized locally, and both have already expanded production. New industrial

employment exceeds 300 (with an annual payroll of over \$1 million).

As sites are occupied, new land is purchased or optioned. Manufactured products include lumber products, specialty baskets, garments, metal cabinets, enameled construction items, paper binders, and heavy duty trailers.

Other local needs have not been neglected. Water and sewer lines have been extended, new streets have been built, and library services have been improved. New school facilities have been added and action has started to improve public recreation facilities.

A new shopping area is being planned, as are new residential areas. In 1960 Springville's population was 822; it now is estimated at 1,600.

Other cities and towns in the county have taken many of the same steps. Interest is growing. Sixteen new industries have located or expanded in the county since 1962; they employ more than 600 people and have an annual payroll of \$1.8 million.

Extension's RD program has also been effective in the agribusiness field. For example, an Extension survey aided in relocating and enlarging a tomato packing shed to meet the needs of expanding production. This and 10 other agribusiness projects are providing new outlets for local production and 300 full- and part-time jobs.

Improved family living through economic development is indicated by the following improvements since 1962: a 41 percent increase in bank deposits, an increase of \$113 in per capita income, and an increase of 11.3 percent in retail sales.

Unemployment has been reduced 12 to 8 percent since 1963. In addition, some 750 modern homes have been constructed.

Much improvement has been registered in St. Clair County these past 5 years and the future looks bright. The Extension staff and Resource Development Committee realize that there are opportunities for much greater development through the planned development approach. □

St. Clair tomato growers get the most from their tomatoes by doing their own processing and marketing. County Extension Chairman H. L. Eubanks, left, and Hershel Smith, market manager, inspect tomatoes as they are washed, waxed, and graded.



Kids Will Eat Almost Anything

Virginia Extension program alerts parents to dangers of home poisonings

by
Dr. R. H. Gruenhagen
*Extension Specialist
Chemical, Drug,
and Pesticide Unit*

"Keep out of reach of children"—how many times have we seen this statement on containers of pesticides, medicines, and household chemicals?

Yet each year in the United States over a half million persons accidentally swallow poisonous substances found in or around the home. A high percentage of these cases involve children under 5 years old.

Most of these little people can't read the warning, and many grownups are either careless or not aware of the great number of poisons in their home which can cause tragedy if misused.

The Extension Chemical, Drug, and Pesticide Unit at Virginia Polytechnic Institute was concerned about this problem in Virginia. We were concerned because we had no aggressive program on the prevention of home poisonings. Nor was there adequate resource material available to support a program of this nature.

The problem was explored with specialists and leaders in Extension home economics. All agreed that a need existed and that action should be taken.

During the early planning stages,

we received helpful suggestions from several of our coworkers as well as from local doctors and pharmacists and Extension pesticide leaders from other States. Records from the National Clearinghouse for Poison Control Centers provided valuable information concerning the most frequently ingested home poisons.

A two-stage attack on the problem was formulated. The first stage was developing a portable exhibit that could be used at meetings to illustrate the wide variety of household products that can be harmful if misused.

The second stage involved developing an illustrated leaflet which would augment the exhibit but would also be meaningful to people who did not see the exhibit.

The exhibit, which is in the shape of a house, consists of a plywood and fiberboard box measuring 2 feet by 2 feet by 8 inches when folded. It opens to 2 feet by 4 feet by 4 feet. Each shelf is lined with styrofoam. The display samples can be glued in place to prevent loss or damage in transit.

The "roof" is hinged at the peak, and the "chimney" simply lifts off.



Virginia Extension home economists have circulated seven exhibits like this one throughout the State to alert families to the potential dangers of household chemicals.

Seven exhibit cases were constructed and stocked; each complete unit weighs just under 25 pounds.

The leaflet, entitled "Poisons in Your Home," is four 8½ by 11 inch pages, printed in black on white. The exhibit is pictured on the front page, followed by a statement of the magnitude of the problem.

Photographs showing potential poisons follow on the next two pages, with paragraphs describing items shown and mentioning others which may be found in specific areas of the home.

"The cabinet is a convenient storage spot for many things," the leaflet cautions, "but it is also a wonderful mysterious cave for little children to explore."

"Don't forget Grandma's bedroom either," the warning continues. "She may not see too well without her glasses and might take a sleeping pill instead of the pill for her high blood pressure . . ."

The back page presents a list of ways to prevent tragedy from home poisoning. The points emphasized here are 1) reading and heeding labels 2) keeping potentially harmful household products out of reach of children, 3) keeping the products in their original containers, and 4) disposing of empty containers immediately and properly.

In conclusion, the leaflet asks, "Will you be guilty of household homicide—or will your home be a safe place to live?"

Leaflets and exhibits carry appropriate disclaimer statements.

After these program aids were discussed with the home economics program leaders, each took an exhibit and a supply of leaflets to her district headquarters. The exhibits and leaflets were introduced to all agents at their district meetings.

The response was immediate and enthusiastic. A few excerpts from

many comments illustrate the degree of acceptance. "It (the exhibit) has been 'on the go' throughout the district since it arrived" . . . "agents have asked for similar ideas in other program areas" . . . "most attractive exhibit at the Open House" . . . "consumers amazed that there were so many products in the poison bracket" . . . "Chief of the Fire Department was most impressed" . . . "created a lot of excitement" . . . "an excellent service to the public" . . . "impressed by feedback and good reaction from the field staff as well as from the general public."

The "Poisons in Your Home" program has been featured on State television shows and was the subject of a 50-minute lecture on closed-circuit television at a Virginia girls' college.

We are most pleased by the enthusiastic response this program has received in Virginia, and sincerely hope that it will help reduce the number of accidental home poisonings. □

First Step in a Long Walk

by
Judith Prochnow
Family Living Editor
Michigan Extension Service

A child learns to walk one step at a time. Homemakers with limited resources aren't much different. They need help in building up enough confidence to make that initial venture into a new world.

In the spring of 1967, the Ottawa County (Michigan) Cooperative Extension Service helped a group of homemakers take that first step. Since then, many are striding on, and another group is reaching out for the helping hand.

Extension in Ottawa County sponsors a series of family life classes to help these mothers develop self-respect and a feeling of importance, realize and accept their responsibilities as parents and citizens, and analyze their problems and develop a mature approach to solutions.

In July 1967 several "graduates" of the pilot classes attended a family camp. While at Camp Pottawattamie for 5 days, they saw in operation many of the things they had heard in classes.

For many, camp proved that what might have sounded impossible in classes really did work. For many mothers, camp took them a second step.

Mrs. Alfreda McGuire, Extension home economist who taught the classes and spearheaded the camp, expresses the underlying philosophy of the program: "You start with them where they are. And you help them bring a little joy of living back into their lives."

Mrs. McGuire aimed the classes at how women with limited resources

could make best use of what they *do* have. Topics included: "How Do I Look to My Children," "Eating for Health and Happiness," "Three Square Meals a Day," "How to Make a House a Home," "How to Live Better With What You Have," and "Preparing for the Future."

Twelve women from the Grand Haven area graduated from the first series of classes, but attendance usually topped 20. Mrs. McGuire taught most of the classes. A public health nurse taught a class on health for the family, and a consultant for

the area learning center taught about the need to continue education.

This cooperation in teaching was just one phase of cooperation in the total project. It was directed by an advisory committee that included Mrs. McGuire; Richard Machiele, Ottawa Extension agricultural agent; Willis Boss, area 4-H Youth agent; and Mel Baron, Extension aide.

Other members of the advisory committee were from the county departments of social welfare, health, and education, and the county recreation committee and sheriff's department. Others were from Western Seminary of nearby Holland, Michigan, and Extension Women's Council. The mayor of Zeeland, Michigan, represented the County Board of Supervisors.

Even coffee breaks were part of the education process. The Fraternal Order of Police financed the breaks. Women from Extension study groups prepared different "goodies" each week from foods on the donated foods

Sharing kitchen duties changed them from drudgery to fun, these two homemakers discovered. Teenage counselors and adults, who were willing to work and enjoyed it, set the example for children and mothers.



Whether at home or at camp, families mean laundry. A loaned washing machine made it possible for the Michigan Extension classes to include training in proper laundry techniques.

list. They provided recipes to the women at the end of each class.

During breaks the women got to know each other and built a rapport that carried over to class discussion. In many cases they were able to teach each other by exchanging ideas and examples.

While the mothers attended classes, their preschool children were next door in a child care center provided by members of the Grand Haven Junior Chamber of Commerce Auxiliary.

By the end of the series of classes, the women realized that this was just their first step. They unanimously requested an advanced series, which is being planned for fall, 1968. They welcomed the announcement of the second step in the 1967 program—the family camp. The class graduates selected two from their group to serve on the camp planning committee.

The camp, like the classes, was based on the idea that life could be enjoyed and that even work could be a pleasure.

Counselors supervised the children's activities in the mornings and afternoons. Fathers were encouraged to stop after work for the evenings. Preschool children stayed in cabins with their mothers, but boys and girls over 6 stayed with counselors in separate cabins.

While children learned the usual camp crafts, mothers were busy with calisthenics and swimming and sharing ideas. They had the usual house-keeping chores that cannot be separated from keeping youngsters clean, fed, and clothed.

But sharing the duties made them seem less tiresome, the mothers agreed.

Older children set and cleared tables, made their own beds, and cleaned their own cabins. Mothers



helped the camp cook prepare meals and do dishes. They also inspected the children's cabins to see which group should get the award for cleanliness and neatness.

The idea that children would share the work in meal preparation and cleaning up and that they did like foods prepared on a limited budget gave the mothers a place to start communicating with their children. Now, when a mother asks her son what he wants to eat and he suggests something from the camp menu, she knows what he is talking about. And when a mother asks a child to set the table, the child knows how because he learned it at camp.

As one of the routine camping requirements, each mother and child had a physical examination through the County Health Department before beginning the week.

Using personal grooming supplies donated by various Ottawa County merchants, they learned personal grooming and care that had not been possible for many in their entire lives.

The male speakers and counselors at the camp also provided a new experience. Many of the children knew few men worth patterning a life after. These men and the wholesome teen-

age counselors, who know how to work and enjoyed it, were unusual examples for both the mothers and their children.

For many of these mothers, life has been a series of deflating circumstances. They are lonely. Life has taught them a hard philosophy . . . "Friends? They only get you into trouble!"

For mothers who believe that, finding a friend to talk to may be as important as learning to stretch the dollars available to buy food and learning to make home a prettier place.

The steps that this small group took through their classes and their camp encouraged them to look to the future. Others are joining them.

Thirty-one of 44 mothers contacted are attending the new series of first classes. In addition to a series at Grand Haven, Mrs. McGuire teaches two other groups and is a consultant for a similar series offered through Western Michigan Seminary. The women attending the Seminary series will be included in the summer camps this year.

The Ottawa County Board of Supervisors doubled the allocation for the camp program, so in 1968 two separate camps are scheduled. "Graduates" of the pilot project have been invited to repeat one of the weeks, with the second week for first-timers.

The Extension staff and the advisory group are already talking about next year, and feel that their plans will be approved. Throughout the project, the entire staff made a conscious effort to keep the Board of Supervisors aware of the need for the project, and the value it had for the people of the county.

As a follow-up to the radio and newspaper coverage during the pilot classes and camp, the county staff published a limited edition of a publication describing the project. Called "One Step Up," it shows legislators and local opinion leaders the value of this project in a county where some people don't suspect a problem with low incomes. □

Lessons of Late

The Cooperative Extension Service is a people's program—a program for those at the bottom rung and at the top of the economic and cultural ladder, as well as those in between. To serve people with such diverse interests is a testimonial to Extension's flexibility. This flexibility is further magnified when we compare what we did 5 years ago with what we're doing today. Shifts are taking place.

Part of Extension's flexibility is a direct result of lessons learned in the field as we go about our daily tasks. The changes we've witnessed in the past 5 years have produced their own lessons. They have a particular application in our efforts to serve the very low-income—a group that had been largely bypassed until the shift in national goals.

The first lesson we learned is that “the roots of poverty terminate in the individual family.” Most of the children, their parents, and in many instances their grandparents have existed on welfare since the 1930's. Such families have tended to withdraw from society into isolation—this we can neither permit nor tolerate in a growing and productive domestic society.

The second lesson we learned is that “a communications gap exists between the families who need aid and the various services that can provide it.” These families do not understand the programs and goals of public and private agencies created to serve them, nor do they understand how to obtain help. New bases for judgment must be established.

Many of these families are suspicious and apprehensive

toward those who want to help. This is particularly true of those families who fear they must reveal nothing that will jeopardize that assistance they think they receive free. It takes more than merely informing these families. They must become a demonstration for others.

The third lesson we learned is that “rapport must be established between the worker and the family before meaningful progress can be made.” Program assistants or aides, trained and supervised by experienced Extension agents, are bridging this credibility gap.

The fourth lesson we learned is that “intensive work with individuals is an essential first step.” This provides an entry and basis for which entire families provides the basis and motive for the human development and growth that is often needed before real progress can be made. “What did you do for me yesterday?” and concrete help on current home and family matters—not agency problems—count first with these people.

Accomplishments in these first few things, no matter how small, lay the foundation for more positive attitudes, self esteem, and personal dignity. When people find themselves, they then find others—others who are useful and helpful for continued growth.

The lessons we've learned, however, will be of greater value when we remember that lessons are the “means” and not the “ends” and when we seek out opportunities to apply these lessons. We will learn new lessons as we continue to reach out to serve those already too long neglected. Remember the Extension adage—people start from where they are. Good citizens grow, and they go into responsible endeavors.—NPR